

# English and Tourism Workshop

## Marketing Tourism

Our partners for this workshop are the well-established language school EC, who we work with for 15 years now, and The Institute of Tourism Studies in Malta, an institution offering higher education programmes in tourism.

### Course Overview

This is a one week course made up of 20 x 45 minute lessons and will include:

- English for Tourism
- Marketing for tourism
- Task-based English skills

### Course Outcome

**By the end of the course students will have:**

- A good insight into the Maltese tourism industry
- Studied and produced a marketing campaign
- Met with fellow Maltese tourism students
- Produced a short clip about their experience in Malta

**By the end of the course students will be more confident in:**

- Public speaking
- Research
- Conversation
- Presentation

### Class Profile

This course is open to groups of up to 25 students, aged 16 year and over, who are at EC Malta for one week. To get the most out of the course EC suggests that the students have a level of upper-intermediate or above. Please contact english and more if you wish to book this course for a group of lower level students.

### Student Package

- Tourism and Marketing workshop (20 lessons, 15 hours in total) – closed group
- Meeting with marketing professionals at school
- Specialised English lessons and editing of video
- Welcome party at school
- Visit of ITS (including courier and transport)
- Visit of Valletta and Mdina with ITS students as guides
- Talk with MTA representative
- Visit of hotel in St Julians (with courier)
- Dinner at ITS with a 3 course meal
- Homestay twin/sharing room, full board including packed lunch
- Educational materials and end of course certificate
- Daily school bus transport, Airport transfers arrival and departure
- Visits and activities as mentioned in below programme

Some visits are guided by ITS students. These students can also be brought in for some of the lessons at school to work on the marketing campaign with the Austrian students. This depends on availability.

### Package price

The package price depends on the size of the group, the dates of travel, flight availability from your next airport, transfers in Austria and additional excursions. Please ask us for more options and an offer.

**Minimum number of students:** 18

For smaller groups a supplement will apply.

**Maximum number of students:** 25

**Minimum age of students:** 16

**Arrival:** Saturday or Sunday · **Departure:** Saturday or Sunday

[www.english-and-more.at/malta-english-and-tourism-marketing](http://www.english-and-more.at/malta-english-and-tourism-marketing)



Time	Monday	Tuesday	Wednesday	Thursday	Friday
<b>1.5 hours Tasks</b>	<p><b>Main aim:</b> to examine trends in tourism and the role of social media in the promoting of destinations.</p> <p><b>Activity:</b> Listening - about the changes in tourism promotion over the last 10 years. Discussion on holiday habits of 16-20 year olds and what they look for. Prepare questions for a marketing professional.</p> <p><b>Language skills:</b> Listening for specific information. Discussing patterns and changes. Question forms</p>	<p><b>Main aim:</b> to analyse social media campaigns and plan a social media campaign for Malta</p> <p><b>Activity:</b> the class will look at some examples of online campaigns and discuss how effective they are</p> <p><b>Language Skills:</b> talking about emotional responses, language for analysis and negotiating ideas</p>	<p><b>Main aim:</b> To start building an online campaign.</p> <p><b>Activity:</b> the groups will plan out the details of their campaign including creating a storyboard and script</p> <p><b>Language Skills:</b> negotiating and planning, writing script and copy, editing writing</p>	<p><b>Workshop Day</b></p> <p><b>Main Aim:</b> Finish storyboard and video for editor</p> <p><b>Activity:</b> creation of storyboard, finalising the script and writing instructions for the editor</p> <p><b>Language Skills:</b> planning, writing script and instructions, editing writing</p>	<p><b>Main aim:</b> to finalise the presentation of the campaign</p> <p><b>Activity:</b> finalise, agree and rehearse the presentation of the campaign</p> <p><b>Language Skills:</b> Presenting, giving feedback</p>
<b>Break 15 Minutes</b>					
<b>1.5 hours Preparation for workshop</b>	<p><b>Main aim:</b> to further explore social media marketing through discussions with a marketing professional including guidance on what makes a good campaign</p> <p><b>Activity:</b> Q&amp;A session with a person engaged on marketing.</p> <p><b>Language Skills:</b> Asking questions and constructing follow up questions. Seeking clarification</p>	<p><b>Main Aim:</b> to research Valletta and make decisions on areas for filming</p> <p><b>Activity:</b> Students will be divided into small groups. They should agree their roles in the campaign and plan for the trip to Valletta. Internet research, discussion and planning</p> <p><b>Language skills:</b> reading, skimming, scanning and research. Speaking, negotiating, making suggestions and persuading</p>	<p><b>Main Aim:</b> to research Mdina and make decisions on areas for filming</p> <p><b>Activity:</b> the groups should review the trip to Valletta and prepare for Mdina</p> <p><b>Language skills:</b> reading, skimming and scanning and research. Speaking, negotiating, making suggestions and persuading</p>	<p><b>Workshop Day</b></p> <p><b>Main Aim:</b> prepare for campaign launch</p> <p><b>Activity:</b> watch the presentation stage from the Apprentice, and plan their campaign launch, including the roles of the group members and start to create a presentation for launch day</p> <p><b>Language Skills:</b> listening, negotiating and planning, Writing a presentation</p>	<p><b>Main aim:</b> Presentation of campaigns</p> <p><b>Activity:</b> presentation of campaigns and taking questions and feedback</p> <p><b>Language Skills:</b> presenting and taking a Q&amp;A session.</p>
<b>Visits</b>					
	Visit of ITS	Visit of Valletta	Visit of Mdina	Talk by MTA	Visit of Hotel
<b>Evening Activity</b>					
	Welcome Party				Dinner at ITS

## Malta Tourism Authority

The Malta Tourism Authority falls under the responsibility of the Ministry of Tourism of Malta. The MTA's main role is to promote and advance Malta as a tourist destination, advise the Government on tourism and issue licences to tourism operators on the island. The MTA also contributes towards the improvement of the level of human resources in the tourism industry, ensure the highest standards and quality of the Island's tourism product, and foster relations with local and international media.

## Institute of Tourism Studies

The Institute of Tourism Studies is an institution of higher education aimed at meeting the changing needs of the travel, hospitality and tourism industry. Every year, the Institute of Tourism Studies welcome 700 students who study subjects related to the tourism industry such as hotel operations, food & beverage, guiding, travel and tourism management.



### english and more

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